KLOVE is the only Christian station that provides a message that will reach all non-Christians with the message of God without being too "religious" - it provides everday instruction through the Word, music, prayer, etc that can be applied to today's problems. It's the best contemporary Christian station available that not only serves Christians but also those searching and exploring what Jesus is all about. It's very family oriented, but also applicable for those that are single. This is the only positive, safe station on air across the U.S. that provides not only provides great music but also the message of Jesus. So many people benefit from all that KLOVE has to offer.